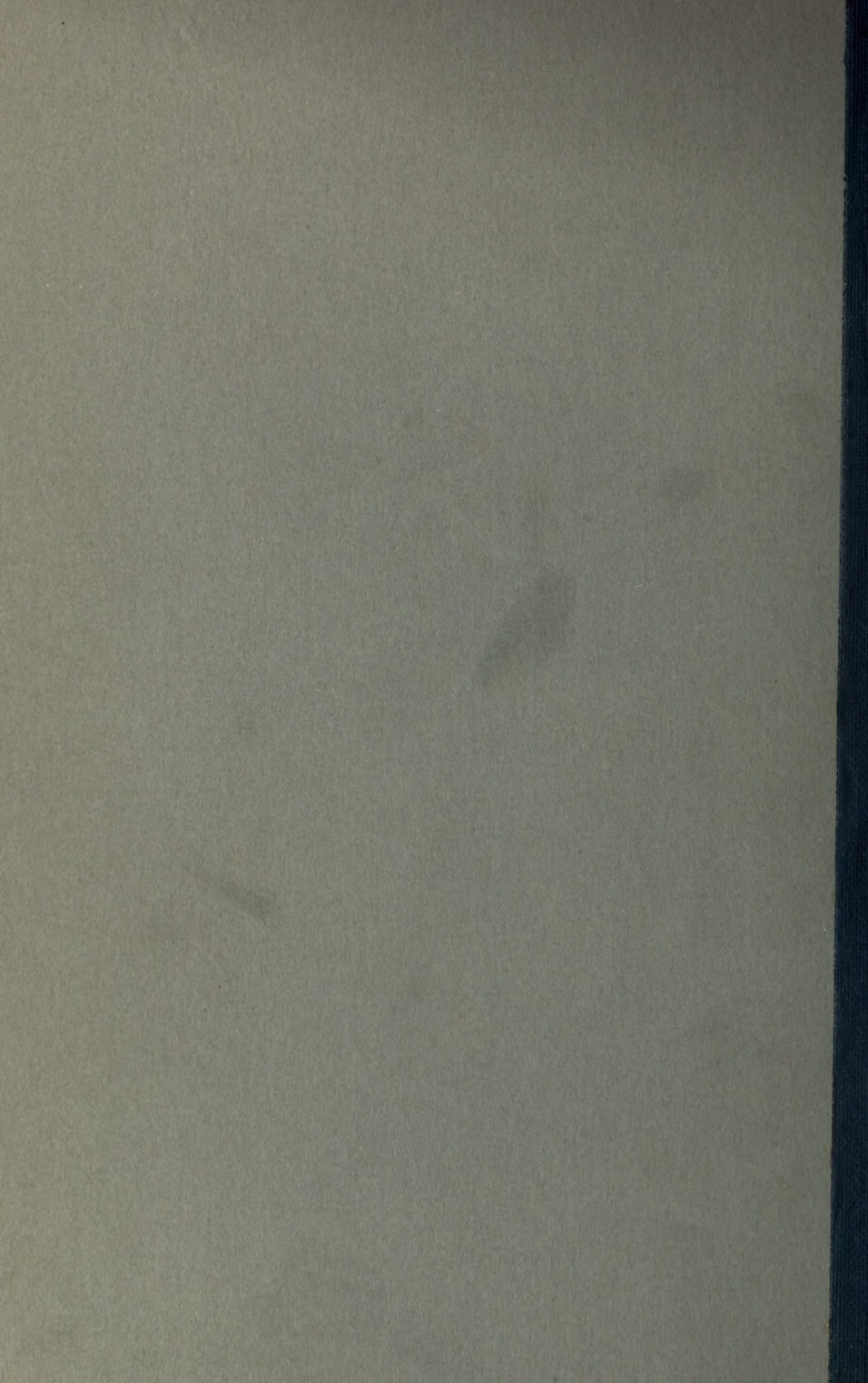


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The journalism of Japan.

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THE UNIVERSITY OF MISSOURI BULLETIN

VOLUME 19 NUMBER 10

JOURNALISM SERIES 16

CHARLES G. ROSS, EDITOR

THE JOURNALISM OF JAPAN

BY FRANK L. MARTIN

Professor of Journalism



ISSUED THREE TIMES MONTHLY; ENTERED AS SECOND-CLASS MATTER AT
THE POSTOFFICE AT COLUMBIA, MISSOURI—2500
APRIL, 1918

(EDITOR'S NOTE.—This bulletin is based on observations by the writer during a year spent in Japan, 1915-16, as a member of the editorial staff of the Japan Advertiser, Tokyo.)

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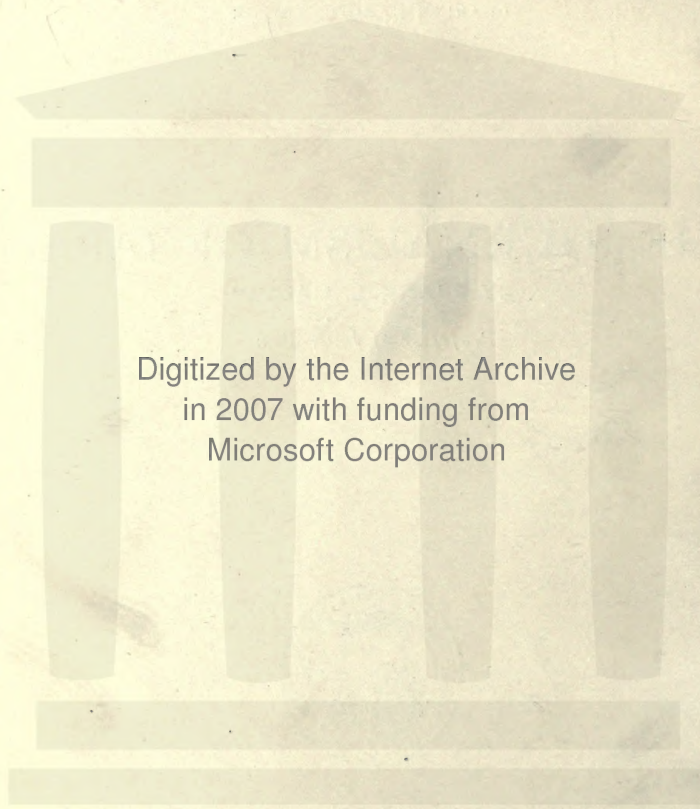
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The Journalism of Japan

EARLY HISTORY

The first journalist in Japan was Minamoto-no-Takakuni. In 1045 this famous courtier issued two publications, the first in the Empire to contain reports of current events. One was called *Konjaku Monogatari* (Stories New and Old) and the other *Ujishuye Monogatari* (Stories Gathered at Uji).

This first journalist lived at Uji, a small town near Kyoto, the ancient capital. He was widely known throughout the country. His villa was a popular gathering place, not only for those from the court but for those who visited Kyoto from a distance. From these visitors and travelers Takakuni obtained stories about the Imperial Court and stories of people and happenings in different parts of the country. He kept a diary, and from this diary he selected the material for the two publications which he later issued. They were printed from wooden blocks. The news then, as it is in the present-day journalism of Japan, was highly flavored with gossip.

Pictorial journalism was the next development. In medieval times pictures of battles between feudal lords were printed from hand-carved blocks. Following the famous Battle of Osaka, which gave Tokugawa Iyeyasu, founder of the Tokugawa Shogunate, control of the government, the new ruler ordered pictures printed and distributed, showing the bravery of his generals and forces. Something like a hundred years later came another form of news publication called the *Yomiuri*, which means literally "to sell by reading loudly."

The *Yomiuri* first was pictorial. Later stories of current events, such as earthquakes, robberies, murders, fires, suicides, court happenings and local scandal, were printed. These sheets were not published daily, or at any regular intervals, but were usually issued after some big news event, such as would be the occasion for an extra with the modern newspaper. Men and boys took them out on the

streets and shouted the contents to attract the attention of patrons. This method of printing and selling news prevailed for a time after modern journalism came to Japan. But the practice of blackmail caused the government to abolish it. It is said that it became the custom to print a personal attack upon some person of means. The newsboys would then gather in front of the victim's house and read the article. The result was that the citizen attacked bought all of the sheets in the boys' possession.

During the regime of the Tokugawa Shogunate the stage also was used as a vehicle for the dissemination of news. On April 6, 1722, as an example, there occurred in Osaka a case of shinju, or double suicide. A merchant and a geisha ended their lives together. Kino Umioto, a famous playwright of old Japan, gathered details of the event and quickly wrote a play based upon the tragedy. This play was staged in Osaka the same day the suicides occurred. This is one of the most noted of shinju stories in Japan and is still enacted on the stage there.

Government news was distributed by the Shogunate by means of an official bulletin. This was published at the capital and sent to the authorities in each district. It was edited by court officials and contained at the start official announcements, orders, appointments and similar things. Later the field was enlarged to include other news connected with the court, such as social and political matters.

Printing from wooden blocks was the method used until after the advent of modern journalism. While Japan was first to make extensive use of movable, metallic type, apparently it was employed only in the printing of books. Ernest Satow, writing for the Asiatic Society of Japan, is authority for the statement that the first movable, metallic type was molded in Korea, now Japanese territory. This type was made from copper. In 1403, Yung-lo, then ruler of that secluded country, issued this proclamation to his students:

Whoever is desirous of governing must have a wide acquaintance with books, which alone will enable him to ascertain principles and perfect his own character, and to attain success in regulating his conduct, in ordering his family aright, in governing and tranquilizing the state. Our country lies beyond the seas and but few books reach us from China. Block cuts are apt to be imperfect, and it is, moreover, impossible to thus print all of the books that exist. I desire to have

types molded in copper, with which to print all of the books that I may get hold of, in order to make their contents widely known. This would be of infinite advantage. But as it would not be right to lay the burden of the cost on the people, I and my relations, and those of my distinguished officers who take an interest in the undertaking, ought surely to accomplish this.

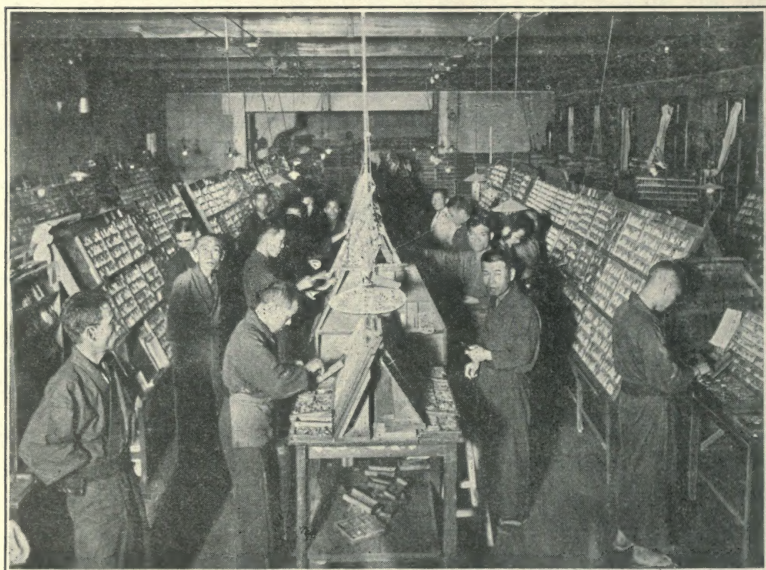
After some labor troubles and other delays due to experiments as to size and molds, the type was cast satisfactorily. It is characteristic of Japan that that empire was the first to borrow this new type and to extend its use. There is a tradition, accepted by some, that Japan learned of the successful use of copper type soon after the first Korean book was issued and immediately began the molding of movable metallic type. A more authoritative account, however, is that Japan did not begin using the type until after the invasion of Korea by the armies of Hideyoshi in the early part of the sixteenth century. One of the invading generals, Ukide Hideihe, brought back quantities of the copper type and it served as models for the Japanese molders. The first Japanese book was issued by the Korean invention, as far as is known, in 1596. Not until some time after the advent of journalism of the more modern kind, following the Restoration, was movable type used in the printing of newspapers.

THE RISE OF JAPANESE NEWSPAPERS

War marked the beginning of the modern newspaper in Japan at the time of the Restoration, or the opening of the era of Meiji. Since then the newspapers have progressed by wars.

Several journalistic failures are recorded in the five years just preceding the Restoration. Perhaps the first effort to produce a journal resembling the present-day newspaper was that made by an Englishman, whose name has been forgotten in Japan. He attempted to print a small sheet in 1863 for the few English speaking residents of Yokohama. The publication had a short life. In the same year a Japanese, Yorozyua Heishiro, who was then in the service of the institution that later became the Imperial University of Tokyo, started two publications. One was called the Batavia Shimbun (Batavia Press) and contained translations of articles taken from the Dutch papers printed at Batavia. The other was called Rikugo Sodan (Stories of the Universe) and contained chiefly translations from the

Chinese papers at Hongkong. The year following, Ginko Kishida, a Japanese, started a paper which he issued three times a month, covering some of the news in Japan and translations of foreign newspapers. In 1864 another Japanese, Yanagawa Shunzo, who was a student of Dutch affairs, started a combination newspaper and maga-



In the composing room of the Asahi, Tokyo

zine called the *Chugai Zasshi*, which literally translated means a "magazine, home and abroad." This publication also was devoted chiefly to affairs as recorded in the Dutch newspapers that made their way to Japan. In 1867 a Mr. Berry, a Dutch missionary who lived in the foreign settlement in Yokohama, started a paper called the *Bankoku Shimbun* (Newspaper of the World). The editor devoted almost all of his space to dissertations on religious matters with a view to advancing the Christian religion among the Japanese. None of these publications received encouragement from any source and they soon succumbed through lack of readers and other difficulties.

The real impetus which gave birth to the present-day newspaper in Japan came when the country was torn by warfare preceding the

return of Imperialistic rule in 1868. The Imperial Court at Kyoto started the publication of an official gazette. It was given the name of Dajokwan (Diary of the Cabinet) and was devoted to news of the progress of the Restoration warfare. In addition to this official gazette the court also published and distributed periodicals and pamphlets in order to acquaint people with the many orders and proclamations as well as to create sentiment among the people of all classes in favor of the return of imperial rule and the downfall of the Tokugawa Shogunate. When the imperial court moved to Edo, now Tokyo, the same publications were continued regularly, except that the name of the official gazette was changed to Edo Nisshi (Diary of the Castle of Edo).

Receiving encouragement at the hands of the imperial court, many persons soon began the publication of papers. Thus began the real journalism of Japan. In contrast with conditions later and existing at the present time, the government was exceedingly liberal with the newspapers. The court realized the aid newspapers could render in addition to the official publications. It transported them free of charge. In the one year 1868, there were started fourteen papers. A few of these were devoted almost exclusively to trivial news, that which has always characterized the Japanese newspaper. But the majority were edited by men of scholarship and social standing who devoted the columns to matters relating to the war and politics, with occasional news and comment translated from foreign papers. Among these early editors were such men as Yukichi Fukuzawa, founder of the Keio-Gijiku University, to whom is given credit for the introduction of modern methods of education into Japan; Genichiro Fukuchi, political leader and dramatic writer; Ryohoku Narishima, son of a renowned scholar, and Joun Kurimoto, who had held an important post in the time of the feudal government. All were printed from wood cuts. Some were issued once a week and others twice a week, or at irregular intervals of three or four days.

These newspapers, however, did not find their path an easy one to travel. It was only a short time until Genichiro Fukuchi began to criticise the government too freely. It was his custom to write a leading article for each issue of his paper dealing with government affairs and his attacks became too bitter. The government put him in jail, prohibited him from publishing a newspaper and confiscated

his plant. He was the first Japanese journalist to go to jail for offending the government in print. Other papers met the same fate for the same offense. Fearing the power of the press, the government then issued an order that any person desiring to publish a newspaper must first get official permission. This led to the promulgation of the first press laws in 1869. The supervision of the press was placed under the educational authorities. While the action of the government checked an increase in the number of papers to some extent, many new publications were started in conformance with the new laws. In 1873 the number had increased to 79 and in 1879 it had reached 192.

The first daily newspaper in Japan was started in 1871. It was the Yokohama Mainichi. This paper is still published, although it has been moved to the capital and bears the name of the Tokyo Mainichi. Other papers started about this period and still in existence are: The Tokyo Nichi Nichi, 1872; the Yubin Hochi, now the Hochi published in Tokyo, 1873; the Shinano Mainichi, Nagano, 1875; the Japan Gazette, Yokohama, the oldest foreign newspaper in Japan, 1867; the Choya Shimibun, Tokyo, 1874; the Yomiuri, Tokyo, 1874; the Japan Chronicle, Kobe, 1868. The Tokyo Mainichi is credited with being the first to use movable type. It was not altogether a success at the start, and the paper returned to the wood-cut method after a few issues. Later, however, it again tried the new method with better results. The Nichi Nichi is given credit for printing the first news from a correspondent abroad. In 1872 this paper made arrangements with an official in the suite of Prince Iwakura, who was dispatched to the United States as a special envoy, to write stories of the prince's trip. The first of these stories was mailed from Salt Lake City. The Nichi Nichi also enjoys another distinction in pioneering in journalism. When Japanese troops invaded Formosa, then Chinese territory, in 1874, a representative was sent along to write the story of the expedition. This correspondent, a Mr. Kishida, is regarded as the first Japanese war correspondent.

Just as the war of the Restoration led to the beginning of newspapers, so the civil war of 1877, known as the Satsuma Rebellion, led to the first general, marked development of all the papers of that period. There was a demand for news of the rebellion. The newspapers expanded and progressed to meet this demand. Genichiro

Fukuchi, the editor sent to jail in the early days of imperial rule for his attacks on the government, had re-entered journalism, purchasing the *Nichi Nichi*. As editor of the paper and its war correspondent, he went to the general headquarters of the government army in Kyushu. His reputation as a brilliant writer was widespread and



In the stereotyping department of the *Asahi*, Tokyo

his articles on the progress of the war were eagerly read. When he returned to the capital he was received in audience by Emperor Meiji and ordered to give an account of the war to the court. He is said to have been the first journalist to receive such a distinction at the hands of the Emperor. The Emperor afterward sent him gifts in recognition of his work.

Japan's newspapers in this period fell into two distinct classes. The so-called great newspapers printed only political news and comment. The small newspapers devoted their columns exclusively to fiction and other light reading, with the inevitable gossip. In the latter part of the 80's the *Hochi* tried the experiment of combining the

two styles of journalism. It introduced general news and human interest stories. The result was a great increase in the circulation of that journal. The Kokumin Shimbun, started in 1890, followed the Hochi's example. It probably did more than any other paper to develop the real newspaper of Japan. From the first its columns were filled not only with political news but with special articles and news of literature, religion, social matters, fine arts and other interests that had previously been ignored by the newspapers of the empire. Illustrations, which had been tried since 1874 with indifferent success, chiefly in fiction stories, were adopted. Photographs and sketches were widely used in the reporting of all current news. The interview also made its first appearance at about this time.

Another war that was epoch-making in its effect on the newspapers was the China-Japan war of 1894-5. There was an immediate increase in the circulation of all the papers. With this war in progress the papers began opening their columns to news of international character. They made their initial effort to print the world's news. The Japanese reading public took a different attitude toward newspapers. The fact that the papers had existed for years as political organs and not purveyors of news had given them no standing as newspapers among the great majority of the people. An insight into the political character of the papers up to 1890, at least, is revealed in the reminiscences of Fumiwo Yano, one of the founders of the Hochi Shimbun. He says:

"There were frequent political controversies. Newspapers then were quite different institutions from those of today. They were started and published generally by men of means or political leaders. These men used them to fight their political opponents. They were political organs and the owners cared little whether they paid as a business. Circulations were very small. Only that paper that succeeded in selling 5,000 copies a day or more made a profit."

Many of the newspapers continued as political organs, but they developed as well into newspapers. Newspaper men began to gain greater recognition and the newspapers themselves higher standing.

Again, the Russo-Japanese war was a factor in increasing the circulation and power of the Japanese newspapers. The influence of the press during this war, so students of Japanese affairs state,

brought about a nation united toward the successful prosecution of the war.

THE NEWSPAPERS OF JAPAN TODAY

The people of modern Japan probably are the greatest readers of newspapers in the world today. That is true of the people in the large centers of population, if not in the rural districts. From the coolie and the secluded little shopkeeper to the highest government official, all read newspapers. They read them in their shops, offices and homes, and as they travel in the tram cars, rickshaws and trains. In 1916, the last year for which statistics are available, after a growth of half a century, there are published in the empire 861 newspapers and 1858 periodicals, a total of 2,719. Two papers published in Osaka, the Mainichi and the Asahi, have a circulation of approximately 300,000 each. With the exception of the two leading journals in Osaka, the largest and most influential are published in Tokyo. Some of the more important dailies and their approximate circulation follow:

Osaka Mainichi (Every Day)	300,000
Tokyo Nichi Nichi (Day to Day), published by the Osaka Mainichi	175,000
Osaka Asahi (Rising Sun)	300,000
Tokyo Asahi, published by the Osaka Asahi	180,000
Tokyo Hochi (News)	250,000
Tokyo Kokumin (Nation)	200,000
Tokyo Yorodzu (Everything)	175,000
Tokyo Jiji (Current Events)	100,000

Other Tokyo newspapers with circulations from 15,000 to 75,000 or 80,000 are: The Miyako (Metropolis); Maiyu (Every Evening); Chuwo (Center); Chugai (Home and Abroad); Yomiuri (Hawked About); Sekai (World). Practically all of the papers published in the empire are morning editions. Some of the larger of these dailies also publish evening editions. Papers with a circulation of 30,000 to 50,000 are found in Kobe and Kyoto. In the other cities few have a circulation of more than 10,000; many have not more than 1,000. The prices per copy range from two and a half sen (a cent and a quarter) to one sen (one-half cent). The average subscription rate

新報 外號

發行所 東京市神田區有樂町二丁目一番地 電話 2211

大正五年二月十七日 (金曜日)

○廣東沿海一帯の占領

某處に着せる情報に據れば廣東惠州
邵將軍の率ゐる第六軍五千人は革命
黨に響應し獨立第五軍と共に増城に
進撃し増城駐屯の兵一千人を併せ其
附近を占領し虎門の上流中堂より船
によりて順德に上陸し李將軍之を指
揮し官軍を撃破して孫文氏の生地香
山縣に入り五千の兵を集め此處にて
軍隊を戰時編成となし廣東北海岸一
帶を占領して十五日高州を完全に奪
取し其勢益々旺んにして更に道を南
東に求め肇慶府を收めて廣東省城に
攻入らんとするものゝ如く廣東は爲
めに動搖しつつありと云ふ

(午前九時三十分發行)

Reproduction of an extra on the revolution in China, issued by the Hoshi of Tokyo in April, 1916. A translation of the subject matter follows:

"According to information reaching certain quarters in Tokyo, 5,000 Chinese soldiers of the sixth division at Kuichow in Kwantung, under the command of General Teng, after an understanding with the rebels in Yunnan, together with the independent fifth division, marched on Tsengcheng. There they were joined by a force of 1,000 government troops and at Chungtang they took steamers and landed at Shuntok, where they defeated the troops under the command of General Li. They proceeded then to Kongsan, the native district of Dr. Sun Yat-sen. There they collected a force of 5,000 soldiers. Then they occupied the whole northern coast of Kwantung. On March 15 they occupied Kaochow completely. With encouraged spirit they are about to march on the capital of Kwantung. A feeling of unrest has naturally been created in the city of Canton."

among the larger papers is 35 sen a month. The *Hochi*, with the largest circulation in Tokyo, gives a morning and evening edition for that price. But few Japanese dailies stick to a fixed price. A man of means may have to pay 35 sen or more a month, while the coolie may get the same paper for as low as 20 sen. The price of the same paper will vary in different neighborhoods, depending much on the competition among the news venders. The *Jiji*, considered by many as one of the greatest newspapers of Japan, has a rate of 50 sen a month. It is one of the biggest in the empire, printing twelve pages each day. The size of other papers ranges from two pages—a single sheet printed on both sides—to fourteen pages. The average size of the larger papers is eight pages. They are distributed through carriers and by mail as in this country.

The Japanese have no alphabet. The newspapers are printed with the Chinese ideographs. The columns run from right to left instead of from top to bottom. The first page of a Japanese newspaper would be the last page of an American paper. Headlines of big, bold type are used. In addition, the stories are separated by triangles and circles, each varying in size in relation to the importance of the story which it heads. The character of the contents may be shown best by reproducing in brief the contents of two representative papers. The *Asahi* may well be taken as an illustration of the best of Japanese journalism. The following is a survey of the contents of a single issue of the *Asahi*:

Page 1.—The entire page with the exception of the title is devoted to advertisements. Most of these ads deal with books and new magazines.

Page 2.—This page contains the principal cable, political and governmental news. Most of the cable news is classified and assembled under two-column heads. There are thirty-one very brief dispatches dealing with war news and news of other sort from North and South America, Europe, Russia and China. Other news has to do with a cabinet meeting, a meeting of the privy council, meetings of political party leaders and government appointments. One-half column is devoted to gossip about prominent persons in Tokyo.

Page 3.—This is the editorial page. It contains one editorial of a column and a half in length on "The British Suggestion for a Tariff Agreement"; a special article by an outside contributor on "The Paris Economic Conference"; a sketch of a landscape in the center of the page by a well-known artist; a special article by a staff officer on "The Meaning of the Russian Offensive"; a special article by an outsider on "The Election of a President in the United States"; news of the courts and many local events and national news stories; a character sketch of a prominent official.

Page 4.—This page is devoted entirely to local and telegraph news. It contains a few war dispatches, news of the revolution in China, city news, financial, industrial, commercial and marine news. One special article is a translation of an interview with Lord Kitchener.

Page 5.—This is a page of miscellaneous news, sprinkled liberally with trivial, gossipy items. There are stories of accidents, murders, robberies, fires and similar events. Under the heading, "The Blue Pencil," is material that can be classified only as gossip.

Pages 6 and 7.—These two pages are devoted to fiction, dramatic criticism, musical news and comment and amusements. A fiction story occupies a large portion of each page.

Page 8.—This page contains only financial news and stock market quotations.

Not all of the papers in Japan have as high a standard as that of the Asahi. There is another class which includes many papers whose existence depends almost wholly on the success with which they can appeal to the uneducated. These papers thrive on gossip and the sort of news that savors of the objectionable. There are no editorials. No serious attempt is made to give the readers either local or telegraph news. The Miyako, published in Tokyo, may be taken as example of this type of Japanese newspaper. A brief summary of the contents of one issue of the Miyako follows:

Page 1.—The first page is a news page, yet the news found there is of doubtful value. The first columns are given over to letters and complaints from readers about conditions in Tokyo. One contributor criticises the delays in train service and then advocates the plan

日本少年

七月號
飛び付くほど勇ましく面白い
飛行機と成る記
小島海員
小島海員
小島海員

實錄書方教授法

此最新式電氣扇を
御愛用電氣株式社



目進堂

安價

博物集
博士
廣文

鐵に本書出版の事を天下に告ぐるや、宮内省を結ぶし、外務省、
 海軍省、文部省、福州道、貴陽道、雲南道、北海道、臺灣總督府、
 帝國大學、九州帝國大學、海軍大學、學費院、高等師範學校、
 子爵御前學塾、東京高等商業學校、各高等學校、高等工業學校、
 農林學校、各普通學校、慶應義塾學校、早稻田大學、明治大學、
 中央學校、各專門學校、各私立專門學校、中學校、各私立中學校、

及及小學院、帝國醫造會、新聞社、會社、銀行、取引所等は如何
 及各地團體、各地教育會、新開大、會社、銀行、取引所等は如何
 陸軍省、海軍省、公費、伊東公費、備用佐官費、前田佐官費、總
 務、郵便省、有具伯費、内務省、後援男爵費、若尾男爵費、
 三井物産、陸海軍、大倉物産、等の上流社會、其他學者、
 宗教家、藝術家、軍人等の中から秋聲に逢ふには、是れ
 江湖諸賢の深厚なる御同情、御共感なる養育の信用とに依り

博士 物集
羣書索

年少新

活法

全二十
定價百五
預約價
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約品百二十

● 發行所

限日十三月六
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全三
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號月七 載滿 物讀好 夏銷

講談雜誌

永田 四條河原
三浦 今風手
堀江 兵衛
増子 九仇
大 畢
美濃吉之助
盆提灯
高田 沼捕
三勇士會合
玉刺殺
新佐助旅次
日松 破牢

有馬生馬
廣生
必要
一切
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利
南歐の白
本支店東京
東京會社
東京會社
東京會社

旅とふる郷

妹の見るニイチエ

ニイチエは、お紙に書いて、
私の信託をまくのはお
知てなければならぬ」

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移轉御
弊社專賣に係る「美術
々社會の好評を増し、
候段奉賜願ひ今般左
諸般の設備を整へ二
順の程参差候

東京市京橋區
美術「光華書畫」發賣

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<p>廣行 代理各國名廠洋貨 地址：上海南京路 電話：二二二二</p>	<p>上海銀行 代理各國匯兌 地址：上海南京路 電話：二二二二</p>	<p>天津行 代理各國匯兌 地址：天津法租界 電話：二二二二</p>	<p>青島行 代理各國匯兌 地址：青島大港 電話：二二二二</p>	<p>明解浦關行 代理各國匯兌 地址：上海南京路 電話：二二二二</p>	<p>北平行 代理各國匯兌 地址：北平法租界 電話：二二二二</p>	<p>大連行 代理各國匯兌 地址：大連法租界 電話：二二二二</p>	<p>青島行 代理各國匯兌 地址：青島大港 電話：二二二二</p>
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大光社

直隸山東八香地

光華書畫の優近來益々
 繁盛に月に摩室に赴き
 改政家園へ移轉し
 居處勤仕候間信喜御愛

披露

紀洋丸
 三月廿八日
 三月廿九日
 三月三十日
 四月一日
 四月二日
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 四月六日
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 四月十三日
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 四月十五日
 四月十六日
 四月十七日
 四月十八日
 四月十九日
 四月二十日
 四月二十一日
 四月二十二日
 四月二十三日
 四月二十四日
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 四月二十六日
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波斯丸
 三月廿八日
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 四月三十日

「尤著書畫」作品常
時陳列於居延閣
畫廊及觀衆參觀
於此亦不爲過也

大連丸
關東丸
關東丸
關東丸

of placarding big news events on the sides of all tram cars, "as is the custom in all wide-awake American cities." The editor gives his approval. There are a story by one of the story tellers for which Japan is famous, a letter by a Japanese who has been in America, a reminiscent article on Nagasaki, short verses and a few advertisements of books of the lower class.

Page 2.—This is a news page, closely printed with few headlines. There are no foreign cables. To take the place of the editorial there is a review of a popular subject by the editor. In thirty-five brief articles the paper endeavors to give the reader a bird's-eye view of the general run of news. The rest of the page is devoted to stories of personal incidents grouped under the heading, "Leisurely Written With a Busy Pen."

Page 3.—All of the news of the geisha world is covered on this page. The main feature is the daily geisha story with a picture, the latter having the place of honor in the center of the page. There are also a sensational fiction story, worse in character, if possible, than those found in the lowest type of news-stand magazines in this country; fashion plate pictures of girls, and the geisha notes, classified as to the different geisha districts. There are a few news stories of crimes on the page. All of the material is written in what may be called the language of the Japanese tea house.

Page 4.—On this page is found the small amount of financial news that the paper prints. Most of the page is devoted to stories and advertisements of picture shows, story tellers and the theaters.

Page 5.—Suicides, murders, wrestling and gossip furnish the material for this page. One story of considerable length deals with the foreign costume of a Japanese woman who had just sailed for New York.

Page 6.—On this page are grouped advertisements of all articles that are intended to aid one in the matter of personal adornment. Under the heading "Consultations" there is a questions and answers column in which the editor gives advice on everything from the care of the hair to the best way to get along as husband and wife.

Thus the journalism of Japan falls into two distinct classes. Just as it was distinguished at the start by the two groups known as the "great" and the "small" papers, so it is at present by the "serious"

and the "entertaining" types. This does not mean, however, that there are no papers occupying a middle ground. There are many that try to appeal to both the high and low class of readers with varying success. The two papers selected for an analysis of their contents afford examples of the two groups. This division is due partly, at least, to the bonding or licensing system incorporated in the government press laws.

GOVERNMENT REGULATION OF THE PRESS

The newspapers of no country are subject to more rigid regulation or stricter censorship in time of peace than those of Japan. By



K. YUASA

Director of the Bureau of Police Affairs, Tokyo, who has complete charge of the censoring of newspapers and the enforcement of the press laws.

means of laws, first enforced at the beginning of the Meiji era and later revised and enlarged, the government maintains full control not only over the press but over all magazines and books. One of the outstanding features of this control is that no newspaper is allowed to discuss current political matters unless it has put up a bond with the government. This bond serves as security to the government in case of fine for the violation of the press laws.

Fines and imprisonment have been assessed with such regularity by the government that the newspapers, almost without exception, employ "jail editors" whose duty it is to serve out sentences in jail. They are dummy editors. Their names are published in each issue of the paper as editor instead of that of the real editor or publisher.

They are generally of the coolie class and perhaps have no other connection with the paper. If they have, it may be in the capacity of janitor or office boy. There have been many cases of large papers escaping punishment for infraction of the laws with a small fine,

say of 100 yen (\$50). Rather than pay that amount they have allowed their jail editors to serve a sentence.

Jail editors, of course, are a subterfuge, yet the government has taken no steps to stop the practice of maintaining them. The laws provide for much more severe punishment than mere fines or imprisonment. The publication of the paper can be suspended, the papers seized or the plant can be closed. The last action is what the newspaper publishers of the empire fear most. It is taken generally only after repeated warnings, such as convictions with fines and imprisonment.

No attempt will be made to give here a complete digest of these press laws, but some of the main points, which will enable one to gain an idea of their scope, follow:

1.—The following are not permitted to become publishers or editors of papers: Persons not in residence before the law was passed; sailors or soldiers, either in service or subject to service; minors; persons considered incompetent; criminals of a certain class.

2.—Printing plants of papers published for circulation in the country must be located within the empire.

3.—Publishers must record with the Minister of State for Home Affairs: Dates or frequency of issue; whether or not current politics is to be discussed; character of material to be published; exact date of the first issue of the paper; place of publication and location of the printing plant; name of the proprietor or publisher; names and ages of the publisher, editor and printer. This report must be signed by the proprietor and legal representative within ten days previous to the date of the first issue.

3.—Any change of proprietor, editor or printer must be reported within seven days after the change has been made. In case of death the name of the new proprietor or editor must be reported within the same length of time.

4.—Any paper that misses 100 days of publication consecutively, or allows 100 days to elapse between three issues, must cease publication entirely.

5.—In case the proprietor of a paper leaves the country for more than one month he must report the appointment of a temporary proprietor. Temporary proprietors and editors, anyone in charge of an editorial department, the signer of any published article and the person requesting the publication of any article of correction or retraction, are subject to all the provisions of the laws.

6.—At the time of publication of each issue, two copies must be sent immediately to the office of the Minister of State for Home Affairs, one copy to the main office of the local government, one copy to the procurator's office of the local court and one copy to the procurator of the district court.

7.—No paper can publish articles on current politics in its columns unless bond is filed with the government. The amount of the bond required follows: In Tokyo and Osaka, or any point within three miles of these cities, 2,000 yen (\$1000); cities of a population up to 70,000, 1000 yen (\$500); all other places, 500 yen (\$250). The amount of bond is reduced one-half for all publications issued less than three times a month. The government can use this money placed as security to cover fines which are not paid within ten days after conviction. A paper must cease publication within seven days after there is an unpaid deficit in the bond.

8.—In the case of the publication of an erroneous article, if a correction is requested by anyone concerned with it, the correction must be published in full, either in the first or second issue following the request. This correction must be published in the same kind of type as the original article. If the correction does not bear the name and address of the writer, or if it contains matter unsuitable for publication under the laws, it need not be published. If the correction exceeds in length the original article the paper may change its established advertising rate for all the extra matter. Any matter reprinted from the Official Gazette of the government must be corrected, in case the Official Gazette publishes a correction. This must be done without request or charge of any kind.

9.—No paper is allowed to print the news of preliminary examinations before any law case has been submitted to public trial; or any matter regarding a criminal case prohibited by the procurator in charge; or any arguments of a case the trial of which is not open to the public.

10.—Permission must be obtained to print the contents of any document that has not been made public by the government, or document or proceedings of any organization formed in accordance with the law. Permission must also be obtained to publish any petition or appeal made to the government. No paper can publish any article that is likely to arouse sentiment favorable to a criminal, or anything tending to praise or damage a criminal or person accused of a crime.

11.—The Minister of State for Home Affairs can prohibit the sale and distribution of papers, or seize all copies if he regards any article contained in the issue as "harmful to peace, order and good custom." He can also prohibit the publication of the fact that such action has been taken by his office. The copies of any foreign paper circulated in the empire are subject to the seizure, and, in case of one offense, future copies can be stopped from entering the country.

12.—The Minister of State for War, the Minister of State for Marine and the Minister of State for Foreign Affairs can prohibit the publication or restrict the matter prepared for publication in regard to military, naval and foreign affairs at any time the ministers so desire.

13.—Imprisonment or a fine can be imposed in case of the publication of any article that reflects on the dignity of the imperial court, or reflects on the form of government, or is in violation of any of the clauses of the constitution.

14.—Punishment is provided for the publication of libel.

The press laws are rigidly enforced in times of peace as well as in times of war. Because of the extra vigilance of the government officials since the present war started, the number of cases dealt with, however, has increased largely. In the first year of the war 453 issues of newspaper were prohibited and the copies seized. One newspaper was forced to suspend publication. Warning was given to



Censors at work in the Bureau of Police Affairs in Tokyo

194 papers, and 114 cases of violation of the laws were tried in court. The number of cases where issues were prohibited from circulation was about six times that of the previous year.

The laws are administered by the police under the direction of the office of the Minister of State for Home Affairs. The copies of all newspapers are examined by officials in the prefecture in which they are published. The cabinet ministers mentioned in the synopsis of the laws may at any time call attention of the police to an offending article and order action taken. It often happens that one article will be "passed" by one cabinet officer but will be prohibited by another. One instance of this occurred in 1916, when a Tokyo paper published an interview given by Marquis Okuma, the premier. The distribution of the paper carrying the interview was prohibited by the Minister of State for Foreign Affairs.

In Tokyo, where government news originates, warnings are given in advance by the police against the publication of stories, or editorial comment on news that arises. These warnings deal with news furnished by news-gathering agencies, articles published in a paper the issue of which has been seized, and news which has become known but not yet published.

In January, 1916, an attack was made in Tokyo on the life of Premier Okuma. The newspapers were not permitted to print any account of the attempted crime until several days later. After the publication of the story of the attack, printed notices were sent to all the papers in the city forbidding mention of the case until further notice. Later when the suspected men had been arrested and all the evidence had been gathered by the government the ban was lifted. Printed forms are used by the police in sending out notices to stop publication of news and editorials.

Under the wide authority provided in the press laws, orders affecting the publication of matters not specifically mentioned in the laws come daily to the newspaper through the police. In September, 1915, this order was sent to all newspapers throughout the empire:

"It will be an offense to publish in the future a bird's-eye view of the imperial palace or grounds.

"Newspapers or periodicals must not publish in the future any imperial autographs.

"Unclear, poorly printed photographs of His Majesty, the Emperor, have been appearing in certain newspapers recently. The publication of such photographs must cease."

In the Official Gazette, published by the government, announcement is first made of news of a certain class. An instance is that of the news of the death of Princess Hatsu, 5 years old, which occurred in 1915. While the news of the death was known in time for publication in the afternoon papers in Tokyo, none was allowed to publish the story until the following morning, when the Official Gazette appeared. The papers were allowed to tell, however, that she was critically ill and that she had no chance for recovery. A case somewhat similar was that of the death of the Empress Dowager. The news of her death was known twenty-four hours before it was published. There is a tradition of old Japan that a member of the imperial family cannot die except at the palace. Although the

Empress Dowager's death occurred outside of Tokyo, she was not "officially dead" until after the body arrived at the palace. Thus it was twenty-hours before the death was announced by the government in the Official Gazette.

The foreign newspapers in Japan are subject to the same regulations as those affecting the vernacular papers. They are as closely read and are held to strict account. The government also enforces similar regulations over the publication and circulation of books. In recent years much attention has been paid to books of an immoral or obscene character. In 1913 the government prohibited the sale of 1,096 books of this kind.

The press of Japan is under a constant, strict surveillance. The censorship is not a war measure but a permanent institution. Its enforcement is applied more rigidly to news than to the expression of editorial opinion. Under the administration of the laws, freedom of the press does not exist in Japan as it is known in other countries. While a wide latitude is given to the publication of opinion and discussions, every effort is made to keep the news columns free of misstatements, or even statements of fact that the government may consider harmful to the empire or its people. This is done chiefly by the suppression and seizure of issues and not by aiding the press in getting facts before publication. The press is seldom taken into the confidence of the government. The newspapers have formed the habit of guessing at the facts regarding important events of public interest connected with national and foreign affairs. Thus the attitude of the government has become a contributing cause, at least, of an irresponsible press; and an irresponsible press is cited as one of the reasons for government regulation.

Japan has a limited number of well-edited, influential newspapers. Among them may be mentioned the Mainichi and Asahi of Osaka, the Jiji, Hochi, Asahi, Kokumin, Nichi Nichi and Chuwo of Tokyo. In the rapid transition from the old to the new Japan they have performed remarkable service in molding and then in directing public opinion. Their progress has been, and still is, handicapped undoubtedly by the restrictions on their freedom. But even to a greater extent have they been hampered by the very attitude of the government itself; an attitude of indifference and mere tolerance. At no time in the history of Japan's journalism has the government assumed any

responsibility for public opinion, or given any aid in its guidance, except possibly at the beginning of the Meiji era.

TREATMENT OF THE NEWS

In the office of all Japanese newspapers the news is divided into two classes, known as "hard news" and "soft news." Hard news deals with serious, important events. It includes all foreign news received by cable and news of political, governmental, literary, artistic and dramatic events. Soft news includes features and fiction, and reports of crimes, accidents, tragedies, and personal and social incidents. Each newspaper has a hard news editor and a soft news editor.

For many years one page of practically all newspapers has been devoted, in part at least, to the publication of what would be called gossip or scandal in this country. This page is known familiarly as the "third page," although it is really the fifth since the newspapers have grown in size. Some of the more spicy of the stories, dealing largely in personalities, would be considered highly objectionable and libelous in this country or Europe. Even the better class of newspapers still maintain their "third page," but the character of the matter printed is of much better quality than that in the cheaper journals. These stories in the best papers do not differ greatly from what American newspapers print as human-interest incidents. Most of them are grouped under headings such as the writers of editorial paragraphs use in this country. Translations of some of these headings taken from Tokyo papers follow: "The Inskstand," "The Right and Wrong Report," "The Notebook," "Remainder Notes," "A Notebook of the Fleeting World," "To Return to the Subject," "By Wireless," "The Year Round," "One Bundle," "After Dinner," "Eastern Man--Western Man" and "The Blue Pencil." Something of the nature of the mild type of these trivial stories, which are found not only on the "third page" but which invade the other pages of almost all Japanese newspapers, may be gained from the following translations of two brief stories:

At a recent meeting of the Society for the Investigation of Economy, Yasuda Zenzaburo, a banker, said: "I am apt to become sleepy when I listen to the speeches of others." Baron Shibusawa, who happened to hear the remark, replied: "Oh, yes, I sympathize with you

from the bottom of my heart. But I advise you to hang your head the right way down when you become sleepy, for it is not polite at all to allow your head to hang backward. You may gape if you hang your head backward. They will be sure to take you for an earnest listener if you remain still and hang your head down." Mr. Taketomi, Minister of Finance, heard the conversation and smiled. "It is only a trifle," he said, "to gape while listening. Some experts are bold enough to slobber as well." Many interesting incidents occur at the meetings of the society now that the hot season has set in.

Since Etsunaka, a resident of Asakusa, has separated from her master, a coal dealer, she has lost a good opponent for her noted powers of quarreling. The neighbors are breathing freely again at the prospect that they need no longer hear embarrassing quarrels which have made the neighborhood famous. The reaction has been so great that Etsunaka has been downhearted. She says: "I feel sick now that I have no one to quarrel with."

The Japanese reporter, generally speaking, is inaccurate. He has failed to realize that the principle on which good reporting is based is that of accuracy. Too often he accepts without verification a mere rumor as news. His information on important events may be gathered from any source. More often than otherwise it cannot be regarded as authoritative. This practice of the Japanese reporter, permitted by the newspaper employing him, has done more probably than anything else to warrant the charge of irresponsibility that is often made against the press of that country. Marquis Okuma, the noted Japanese statesman, who has repeatedly asserted his friendliness toward the press, only recently told the newspaper men of Tokyo that their first step toward removing this charge of irresponsibility and gaining a greater freedom would be to "deal in cold facts." The ease with which a reporter's story or interview may be discredited is another evidence of his inaccuracy. An official of the Japanese government has only to say that he is not responsible for remarks attributed to him in an interview, or for published reports of his official acts, and his denial is accepted without question. The Japanese reporter is not a faker nor does he rely on his imagination. His deficiency lies in the fact that he lacks discernment. In his work of recording events he refuses to investigate with the thoroughness that is essential to the presentation of facts. The very fact that the news columns

●服部博士還る

ハーバート大学の
儒教講座を終りて

△阿波丸にて 歸朝した

日暮つて、余は舊年九月十六日、
 且召付。同月未だ、余は舊年の舊數
 の諸篇を讀みて、學藝に意外に餘富
 知能に富み、精神殊に以て聰慧とし
 意、初學に著者、妙しかりしが、學長は
 文に著者、余を讀みて、素見年分の希望
 一ク等の語大、學其他の會、讀て前後二

男花 したげへび 男花 てい
男花 そのほかに 男花 は
に 全く 下準備を 整へて

び全く其本人に化けて前記の印鑑
 書を利用して通尾よく電話のせしめ
 萬し置き其足にて電話質買者若くは
 金融業者に走り所有の電話を賣渡
 然し至念金子入用なればきて取敢ず
 保しして

△検事局の手を

すには似てゐる。右に就て當事者たる
振分は記者に託して歸るやう「力士會
の養老金は最初入間川さんが功五でわ
つた時代には帳簿を岡氏が預けて現金
は太刀山岡や梅岡に預けてゐた。其の
後力士を廢めて年寄に成るやうからは

注目して居る

●殉難者
七年玄海灘に於
兵第一聯隊長須
常陸丸乗組員
午前九時より
の第十二周年祭

天氣豫報

東京地方 十五日晩南東の風
低
雲
盛
雨、本日は南東の風雲驟雨
地方 南の風曇りなれ共
低
雲
の模様あり
○津浦昨日の風度 正午 七十九度七分
なり

□歸朝した山田君



紐育にて世界的名選手オツ
ベ氏に向つて右の試合ひ

△非常な喝采

[illegible]

他組合寺院僧侶等

て眞主就任の挨拶
を終へ、正午新福
機多數の人々に見
し直に駟車を驅り
沿道各戸には帳幕
られ同師の入山を

約百名に挨拶を爲し

を爲し花月にて午餐
井ノ頭電車にて前同
送られ永平寺驛に着
て本山に入りたるが
張り歡迎門等設け
見ん各地方の幸

分空地もある

● 被告人の内に方法を

トツベ氏に歸り、昨年十月終りに讀者頗る多く形勢静閑、愛知岡山岐阜等より、近來の悪化を呈し、昨午點鐘刊列表中にて語つて曰く「昨年山登せる所、今月今日にして入山する者僅かに十人なり」と云ふ。日本郵政銀行は、保は

トツベ氏は同様に引返して私共は六月で済んだといふので、僕は結構なことに父の賞金と母の歌を熾きや入山

Showing how the space in the fold between pages is used for the publication of late news.

of the Japanese newspapers are inaccurate leads to inaccuracies in the editorial columns. It is not unusual for editorial discussions to run for days, based on the news report of an event of political significance, before it transpires that the news was untrue and based originally on a rumor. Iichiro Tokutomi, regarded as Japan's leading journalist, gives some light on this general condition when he calls attention to the fact it was only after the China-Japan war that real journalists began to develop in Japan. He writes in a recent issue of the New York Evening Post:

"Journalism was a hobby-work by the men who had already made their career in some other walks of life, and was regarded as a stepping stone by the young men who had still to carve out their career. The public refused to recognize the value of newspapers as newspapers only. Neither had journalists social recognition as journalists only. It was only after the China-Japan war that the newspapers had their own standing and journalism became an independent profession for aspiring young men. It was no more a stepping stone. Newspapers and journalists came to possess their own standing.

"Formerly journalism was a hobby-work of amateurs and naturally the remuneration of journalists was smaller than that of other professions. But all of this difference has been removed and newspaper men's remuneration is by no means inferior to that of others. Newspaperdom of this country cannot be viewed except as having a future full of bright promise."

FICTION IN THE NEWSPAPERS

The people of Japan are lovers of fiction. This has led the newspapers of the empire to devote several columns of each issue to the publication of a modern serial story, a short fiction story or fiction of old Japan, most of which is printed in serial form. The large newspapers have found that their circulation will rise or fall to the extent of several thousand readers, depending on the appeal of the fiction story that happens to be running. Since subscriptions are obtained by the month, or by small periods, a reader who finds that he does not care for the fiction story started in the paper he has been taking, will immediately quit that paper and take another. The fluctuation in circulation from this cause, however, constitutes only

a small per cent of the circulation of the larger papers. Some of these fiction stories, as long relatively as the Japanese play, will run for months or even a year. Just as in this country, they appeal most to women readers. Some are purchased from outsiders and others



A cartoon in the Jiji by Kitazawa on America and the U-boat menace. The Japanese characters on the drawing say: "In order that he may know something about the movements of the German submarine, which is almost a wild beast, Uncle Sam, who is always peace-loving, has devised as the best method a bell to put on the German submarine lion."

are written by members of the staff. The fiction of the old school and the tales of the samurai are still popular.

CARTOONS AND ILLUSTRATIONS

The Jiji was the first Japanese newspaper to use cartoons. Early in the Meiji era, however, Yunesaki Natori, an artist, started a small paper called the Marumaru Shimbun, which contained cartoons on

current events. A few years later another artist started the Niroku, now the Sekai, but his cartoons offended the government and he was imprisoned. Fifteen years ago the Jiji began the publication of the cartoons of Rakuten Kitazawa, who is said to be the leading cartoonist in Japan today. After meeting with success through his work with the Jiji, he started a weekly humorous magazine in Tokyo, but later sold it to rejoin the Jiji. He is still on the staff of that paper. He is especially known for his caricatures of Marquis Okuma. Another widely known Japanese newspaper artist is Hiakaho Hirafuku of the Kokumin. He makes extended trips in Japan with Iichiro Tokutomi, editor and owner of the Kokumin, and illustrates the articles of Mr. Tokutomi, which have made that paper especially famous. Other cartoonists of note are: Taigakubo Shimizu of the Yorozu, Ippei Oakamoto of the Tokyo Asahi, Kin Yamasita of the Kokumin, Koichiro Kondo of the Yomiuri and Kuniwo Homma of the Nichi Nichi. The Yorozu offers prizes to amateur cartoonists for cartoons on current events, publishing one each day. It pays from one yen (50 cents) to five yen (\$2.50) for each cartoon selected.

SPORTING NEWS

The sporting page has not yet become an institution in Japanese journalism. The national sport is wrestling and much space is devoted to news of the matches. Like the world's baseball series in America, the news of the big wrestling matches is given first-page position, and, in cases of the matches leading to championships, affords occasion for extras. Every newspaper has its bulletin board especially constructed and the man in the street can easily keep informed on the progress of all professional contests during the wrestling season. When these games are not in progress much space is devoted to the news of the champions of the various classes. Amateur sports, such as baseball, tennis, golf and track athletics in the schools and colleges, are fast becoming popular, yet little news of these events is published. What little news of sporting events is published is not grouped on one page or in a single department.

EXTRA EDITIONS

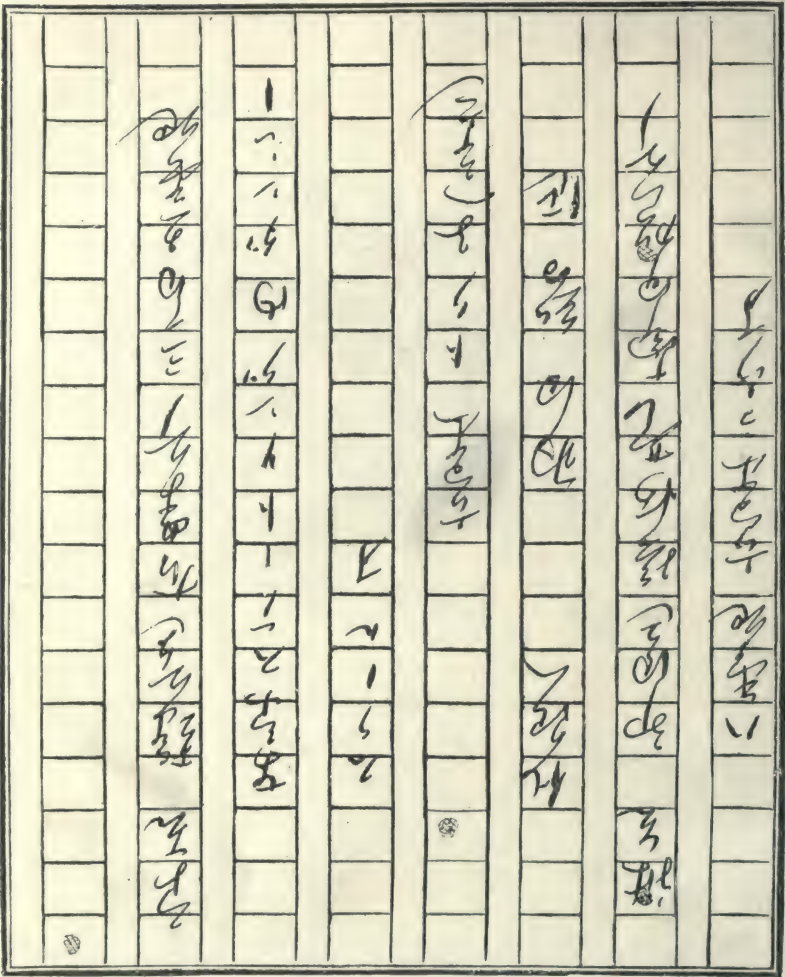
Extra editions of the larger papers in Tokyo are common. In the wrestling season the cry of "gogai" (extra) and the jingling of

the bells worn by the newsboys selling them can be heard in every street. They are issued in connection with all important news events, local, national and foreign, but not on the small pretext that is the occasion for the publication of an extra by papers in many American cities. Practically all newsboys in Japan wear a uniform, consisting of a loose coat with the name of the paper inscribed on the back. When distributing extras they are required to wear bells that jingle as they run, similar to the sleigh bells of this country.

The extra edition is a small affair. It is not an issue of the paper made over, with the news of the big event added. It consists of a very small sheet, printed separately. The size depends on the amount of material the paper has gathered on the special news event. It resembles a handbill, normally about 7 by 9 inches. Big sheets are printed for the purpose and then cut. The paper makes little effort to sell extras. They are turned over to the newsboys, who deliver them to subscribers but who are allowed to sell as many as they can. When Germany declared war on Portugal, the Asahi in Tokyo issued 140,000 of these small extras. The total amount that the paper received from their sale was 3 yen (\$1.50). It took about twenty minutes from the time the cable bulletin telling of the action of Germany was received in the office for the first boy to start out with his gogais.

THE NEWSPAPER PLANTS

The organization of the modern Japanese newspaper does not differ greatly from that of the American newspaper. The Tokyo Asahi, which may be taken as an example, occupies a two-story building, a fairly large structure for Japan, built in European style. Extensive use is made of the telephone in gathering news, both local and from various points in Japan. The paper has its own telephone exchange and a separate room for the reporters to take the news by telephone. All cable news printed by this paper first comes to the main office in Osaka and is telephoned from there to the Tokyo office. Practically the entire editorial force works in one large, open room. Extending the full length of this room is a row of long tables at which the reporters write. The writers of soft news are grouped at one end, with the soft news editors and copy readers at one side. A similar arrangement is made for those who write and handle the



A page of copy written by a Japanese reporter

hard news. The reporters use regulation copy paper blocked out in small squares for the writing of the Japanese characters. Some write with a small brush in India ink, others use a pencil, but the majority have adopted the modern fountain pen. The foreign editor, handling

all cable news, has a desk in one corner of the room. There are no typewriters. The ideograph makes the use of the typewriter and the linotype machine an impossibility. The staff of reporters is about double in size that of the average American newspaper of the same circulation.

There is a well-equipped morgue, containing the usual reference books, pictures and clippings. All the material in the Asahi office is indexed in English. It was explained by K. Sugimura, editor-in-chief, that this method was employed to prevent indiscriminate use of the material by reporters and others who had no authority to take it out. A staff of eight is employed in the morgue.

The Asahi, as all larger papers, uses modern, foreign-built, rotary presses and has its type foundry, stereotyping and photo-engraving plants. In the composing room one finds printers at the case handling nearly 10,000 different ideographs, where the American printer with an alphabet of twenty-six letters has a case with only seventy-eight letter boxes. The body type in which most of the newspaper is set consists of about 9,500 characters. Of these 4,000 are in common use. Besides these there are the cases with the many different characters used for headings and display advertising. Training from childhood is said to be almost necessary to become a compositor. The printer's stick is a small wooden box. The cases are long and when he desires a character that is not within reach he calls to a boy, who runs to the other end of the case and brings it back to him.

Many people in Japan are not familiar enough with the Chinese ideographs to read them intelligently. For these readers the Japanese newspaper must have type for what is known as the kana system of writing. This system is derived from the Chinese characters most commonly used. The Chinese ideographs give the reader the idea. The kana, printed in small type at the side, indicates the inflection or pronunciation and the meaning.

The average monthly wage of the foreman of the composing room is about 40 yen (\$20) a month. Printers receive as low as 10 yen (\$5) a month.

In Japan there is a national creed that nothing shall be wasted. This applies to newspaper space. After filling the paper with reading matter and advertising, generally with the least amount of spacing, there may come late news of importance. No reading matter is killed, as is the custom with American editors, to make room for

this late news. Instead, the Japanese employ a method not unlike the American "fudge." A narrow plate is cast and is inserted in what is normally the white space in the fold between the pages.

WOMEN IN JOURNALISM

The popular belief in Japan is that the home is the proper place for a woman. Only recently has there been anything like adequate provision made for the education of women. As a result there has been slight effort on the part of women to engage in newspaper work, or, in fact, any professional work. In the early days of the development of journalism, when the papers were devoted almost wholly to the discussion of political matters, there were no women journalists. Following the China-Japan war, with the increased circulation and the acquisition of women readers, several papers tried the experiment of employing women writers. They devoted their literary efforts to subjects that were intended to appeal particularly to women. While their writing was popular at first, principally because of the curiosity of the readers, the novelty wore off. Next they invaded the field of special story writing with some success. In this line of work several became widely known. Ten years ago Miss Kyoko Shimoyama, who was employed on the staff of the Osaka Jiji Shimbun, hired out as a waitress in a noted restaurant in Kobe. She wrote a series of stories afterward, telling of the visits to the restaurant by prominent men of the country and matters of political significance that transpired during their visits. Others followed Miss Shimoyama's example. Stories written by women became regular features of many papers. Miss Fumiko Nakadaira, until recently in the employ of the Chuwo Shimbun, obtained employment in an actor's home, in the home of a priest, the home of a public official, a geisha house, an employment agency and similar places. What she saw and heard about these people in various walks of life, information obtained without cognizance of any ethical code, she embodied in a long series of articles for her paper. Later the stories were published in book form. Few of this class of women writers attained permanent success. Some entered the magazine field, but the majority gave up journalism.

In very recent years there has been a revival of interest in journalism on the part of women. Several papers now have women on their staff of reporters. Among these papers are the Jiji, Asahi,

Nichi Nichi, Kokumin, Yorozu and Yomiuri. In Tokyo two years ago an association of women newspaper writers was formed with fifteen members. Most of them work on special news assignments, particularly on interviews. The foreign visitor to Tokyo at the present time is quite likely to be interviewed by a woman. It is said by one Tokyo editor that a woman reporter was sent whenever possible to interview foreign visitors of prominence, for he had found that foreigners were much more disposed to talk to women reporters than to men. The Yomiuri is one of the few papers in Japan that publish a special page for women. Three women have charge of this page. They write exclusively on matters of interest to women. The paper recently celebrated the third anniversary of the starting of this page with a women's and children's exposition in Tokyo.

PRESS ASSOCIATIONS

Local and national news is gathered and sold to Japanese newspapers by news-gathering agencies. Most of these are in Tokyo. Both the telegraph and the telephone are used in obtaining and distributing the news. The largest of these agencies is the Nippon Dempo.

The largest agency dealing in foreign news is the Kokusai Reuter agency. It sells to the press of Japan news furnished by Reuter's of England. The news of Japan, which it gathers for sale abroad, is distributed through Reuter's. While it is ostensibly a private concern, it is not independent, fearless or painstaking in its treatment of the news with which it attempts to furnish the world at large through the English agency. Its formation, so newspaper men of experience in Japan say, was at the instigation of the Japanese government. The government desired to have events and official acts placed before the world in a favorable light, hence the necessity of an agency over which it would have control. It is openly charged that, in the beginning at least, it was subsidized by the government. The government is openly friendly to the agency, and the character and treatment of the news of official acts sent abroad by the Kokusai distinguish it as of the class of government-controlled news agencies found in most foreign countries.

The Associated Press, the United Press and the International News Service, as well as several of the larger newspapers of this

country, have correspondents in Tokyo. The Associated Press maintains its own offices and a force of Japanese writers and translators with an Associated Press staff correspondent in charge. The others maintain no offices but are represented by American newspaper men



Japanese women sorting type in the type foundry of the Asahi, Tokyo

resident in Japan, most of whom are employed on foreign newspapers. Japan's prominence as a center for world news has increased largely since the beginning of the present war. The material sent out is subject to the rigid censorship of the government.

Aside from that furnished by the Kokusai from London, American news is furnished to the newspapers of Japan by the United Press and the correspondents maintained in New York, Washington and San Francisco by a few of the larger Japanese papers. These same papers have correspondents in Petrograd, London and Paris, and many other papers have representatives in China. Many of these correspondents in America are not men of newspaper experience but resident Japanese who are employed in some other line of work. These correspondents often exhibit the same failing displayed by the

Japanese reporter at home. A mere rumor in America is often the basis for a cable dispatch to a Japanese newspaper.

The amount of space devoted to American news is small in comparison with European news. This is not due to a lack of interest in the United States but chiefly to the high cable tolls across the Pacific. The present cable rate, excluding the receiver's address, is about 50 cents a word. This must be borne entirely by the few Japanese papers receiving the messages. The arrangement with the Kokusai agency is such that the Japanese papers pay only a small part of the cable charges from London. The Reuter agency sends its cables to Shanghai and they are relayed from that point to Japan.

A record of the foreign news published by the leading Japanese papers in one month, November, 1917, shows that they carried altogether forty-five columns of news from Europe and only twelve columns from the United States. The news for that month was divided as follows: British army, eight columns; British parliament and general news, eight columns; Russia, fourteen columns; Italy, eight and a half columns; France, three and a half columns; miscellaneous, including Germany, neutral countries and a small amount of news of the United States sent through London, three columns. Of the twelve columns from the United States, six and a half columns were devoted to news of the Ishii and Megata commissions. One column was devoted to the United States Army and Navy, two and a half columns to general American news and two columns to European news sent from New York or other points.

A reduction in the cost of the transmission of news across the Pacific, Japanese newspaper men assert, would mean a better understanding of conditions existing in this country, and, as a result, a better understanding of the foreign and domestic policies by the peoples of the two countries.

FOREIGN LANGUAGE NEWSPAPERS

The Japanese language, especially the written language, is a difficult one to learn. Few foreigners, although they may have lived long in Japan, master it. Some of the larger Japanese newspapers, notably the Jiji, publish a limited number of important stories in English, but not in sufficient amount for the foreign reader to get a comprehensive idea of the general trend of news either in Japan or

the world at large. For the foreign residents there are more than half a dozen newspapers published in English. The largest and most influential of these is the Japan Advertiser of Tokyo, owned and published by an American, B. W. Fleisher. Serving a foreign population in which the British predominate, this paper, which represents the best type of American journalism, is the leading foreign paper. It is a morning daily of ten pages with a Sunday edition of twelve or fourteen pages. Branch offices are maintained in Yokohama and Kobe and the news of these two cities, where a large number of foreigners live, is telephoned each day to the Tokyo office. It purchases the foreign news from the agencies and from the Japanese papers having correspondents abroad. The local news, both of Japan and the foreign community, is obtained by a force of American and Japanese reporters, as well as through translations of the reports purchased from the local news agencies and translations from the early editions of the morning Japanese papers. With the exception of a certain amount of governmental news, which is obtained by its own reporters, most of the news of a national character is obtained through translations. One feature of particular interest is the daily translation of the leading editorials published in the larger Japanese newspapers. In addition to its regular staff of reporters and translators, it employs two special writers who contribute daily feature articles on subjects in connection with the life of Japan, in which foreigners are likely to be interested. The paper circulates not only among the foreign residents but is read by a large number of Japanese of higher class, including government officials, who desire to get a foreign "angle" on the news of the world. Much space is devoted to reprint from European and American newspapers and periodicals. The paper has its own printing plant, with American type-setting machines and other equipment.

Most of the other foreign papers are owned by British. One of exceptionally high quality and of wide influence is the Japan Chronicle of Kobe. It is a well-edited journal and is read largely because of its able editorials dealing with Far Eastern affairs. It was established in 1868. Other foreign papers are: The Japan Gazette, Yokohama; the Press, Nagasaki; the Seoul (Korea) Press; the Kobe Press, and the Japan Mail and Japan Times, Tokyo.

ADVERTISING

Advertising is still in its infancy. One reason is that its development did not begin with the establishment of newspapers. The newspapers of the early days were not commercial enterprises dependent on advertising for revenue. Newspaper advertising was inaugurated at a later date when the newspapers emerged from the field of politics into the field of general news. Another reason is that the industrial conditions of the empire are not such, even at the present time, as to be easily adapted to the advantages of advertising. Japan has small community life and hence small community trade. Only in very recent time, with the expansion of industry and the growth of large concerns, both manufacturing and retail, has advertising made material advancement.

There are today a limited number of advertising agencies. Most of the advertising done in the Japanese papers is of the character of national advertising in this country. Advertising rates are not standardized, but are fixed largely through the Oriental custom of bargaining.

The foreign newspapers have found a comparatively easy task in developing advertising. These papers reach consumers who purchase foreign-made goods or goods made in Japan for foreign consumption. Thus these papers have a field among those concerns dealing in goods suitable for foreigners or for Japanese readers of the foreign papers who have adopted the western mode of living.

Legal advertising by the municipalities is let to the newspapers by contract. The advertising is not published in the regular editions of the papers but in special editions. These special editions are small sheets resembling the gogais in size and make-up.

A NOTED JAPANESE JOURNALIST

The greatest Japanese journalist of the present day is Iichiro Tokutomi, proprietor of the Kokumin Shimbun. A statesman and leader in political affairs, as well as a brilliant writer, he has been a commanding figure in the affairs of the empire for many years. The Kokumin, largely through Mr. Tokutomi's special articles and editorials, is widely read and wields much influence.

The Kokumin editor first became prominent as a journalist thirty years ago when he started a magazine called Kokumin-no-

Tomo (Friend of the Nation). He had made a study of western civilization and his magazine fought continuously for the adoption of western ideas and ideals and a more democratic form of government. Social reforms, religious freedom, greater educational freedom and greater representation of the people in the government were some of the things that he advocated in well-written articles in every issue. In 1890 he purchased the Kokumin Shimbun and has been the editor and owner of that paper since that time.

Following the China-Japan war he changed his political views and for a time was the object of bitter attacks from many of his former friends and followers. At the conclusion of the war when the Liaotung peninsula was returned to China through the intercession of foreign powers, he became an ardent advocate of imperialism. The action of the foreign powers, he declared, had forced him to believe that Japan must pursue a new foreign policy to assume her rightful position in the world. For these new principles he has fought with his newspaper as earnestly as he did for democracy previously.

Mr. Kokumin is the only Japanese journalist to be honored by the Emperor with appointment as a permanent member of the House of Peers. At the coronation of the present Emperor he was decorated with the Third Order of the Sacred Treasure in recognition of his services as a journalist. Early in life he adopted the Christian faith and is still a strong advocate of religious freedom in the empire. His articles published daily in the Kokumin under the heading "Tokyo Letters," consisting of most candid comment on current events, and his special articles, have brought him much fame. He is the author of several books and is considered an authority on the political history of modern Japan.

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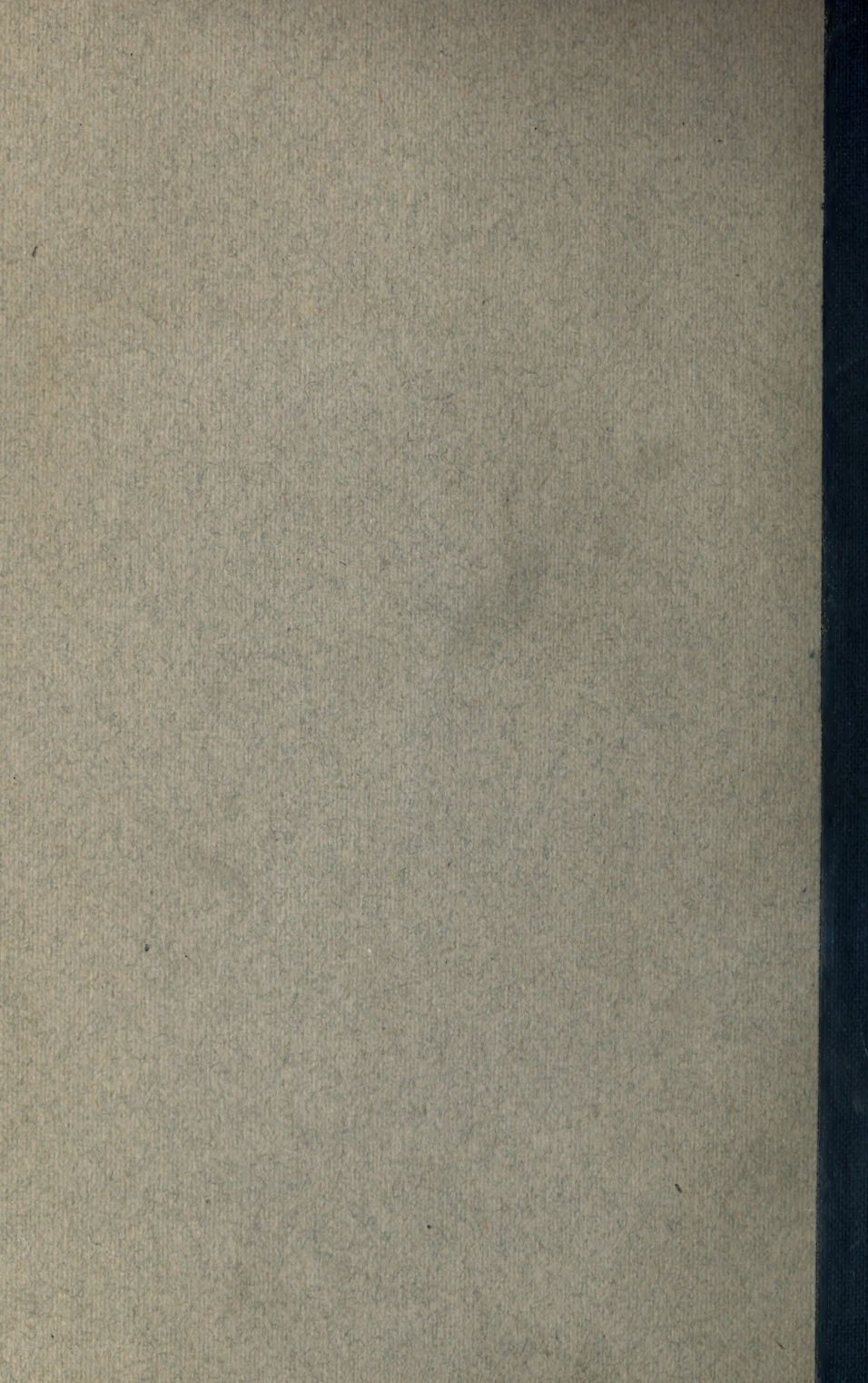
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